

SINCE 2010

TECH MEDIA

Media Interpreting and Connecting Technology

e4ds news Media Kit **2026**

Specialized Internet Newspaper for Electronics & Semiconductor Industry
Korea's Leading Tech Platform Connecting Engineers and Technology
Companies



ESTABLISHED
2010. 02



DOMAIN
www.e4ds.com



CATEGORY
IT & Science



1. Media Overview

e4ds news Basic Information & Operational Status



Media Name
e4ds news



Corporation
Channel 5 Korea



Established
February 2010



Domain
<https://www.e4ds.com>



Category
IT & Science



Media Type
**Specialized Internet Newspaper
for Electronics & Semiconductor**

e4ds news is a **technology-focused media** specializing in the **overall electronics and hardware industry**, covering semiconductors, electronic components, industrial automation, autonomous driving (SDV), Edge AI, and communications (5G/6G/IIoT).

[#Semiconductor](#)

[#Electronic Components](#)

[#Industrial Automation](#)

[#Autonomous Driving\(SDV\)](#)

[#Edge AI](#)

[#5G/6G/IIoT](#)

Credibility & Certifications



Excellent Specialized Media

Recognized for technical expertise & industry contribution



Officially Registered Internet Newspaper

Registered media (Seoul, Ah-01366)



Professional Journalist Association Member

Specialized journalists in semiconductor/electronics

2. Mission & Social Role



e4ds news Mission & Industry Contribution

OUR MISSION

"Media Interpreting and Connecting Technology, Not Just Delivering It"

e4ds news goes beyond simple information delivery to aim at
Contributing to Connection and Development of Technology Industry Ecosystem.



Global Trend Dissemination

Disseminating Global Semiconductor & Electronics Tech Trends Domestically

50+ Articles/Month

Global Tech Articles



Practical Information

Providing Practical Information to Domestic Engineers

30,000

Engineer Subscribers



Proposing Solutions

Identifying Technical Issues & Proposing Solutions in Industry

Highlighting Issues

SW Piracy / PCB Design



Facilitating Exchange

Facilitating Tech Exchange Among Companies, Engineers & Research Labs

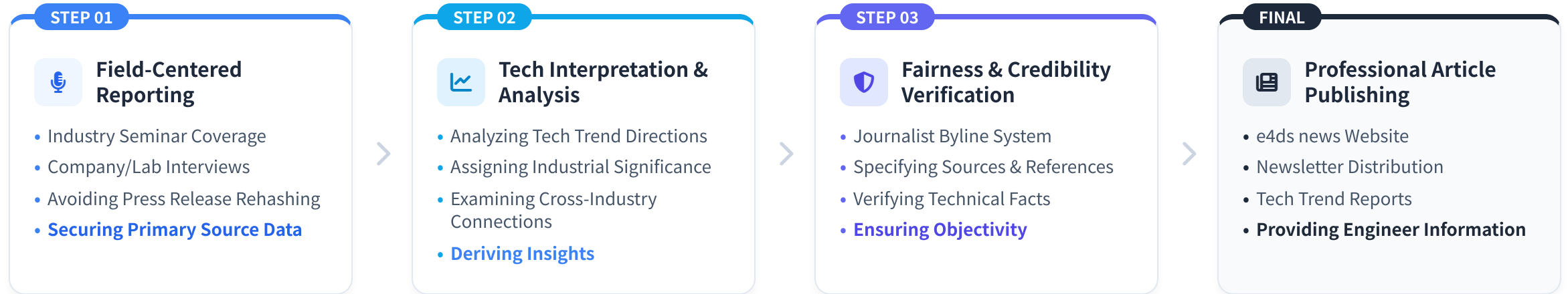
10+ Conferences/Yr

700+ Participants

3. Content Production System



Professional tech content production and publishing structure through systematic process



RECENT FEATURED ARTICLES (PROCESS OUTPUT CASE)

2025.02 **MCU shedding the shell of 'control' and wearing 'intelligence'**
https://www.e4ds.com/sub_view.asp?ch=2&idx=22084&t=0

2025.09 **SDV Era, Software is the core of product competitiveness (Vector Interview)**
https://www.e4ds.com/sub_view.asp?ch=11&idx=21227&t=0

2026.01 **[Interview] Professor Cho Sung-jae - "Circuit design problems ultimately lie in the basics"**
https://www.e4ds.com/sub_view.asp?ch=109&idx=21662&t=0


2025.01 **Infineon takes responsibility for 'Power Semiconductor', the power that moves AI**
https://www.e4ds.com/sub_view.asp?ch=2&idx=21870&t=0

2026.02 **[Interview] ASMPT - "Expanding AI Semiconductor Opportunities"**
https://www.e4ds.com/sub_view.asp?ch=2&idx=21973&t=0


4. Content Production Scale & Sustainability



Overwhelming Data Accumulation and Continuous Growth




100,000+
Cumulative Articles



2,000+
Tech Webinars



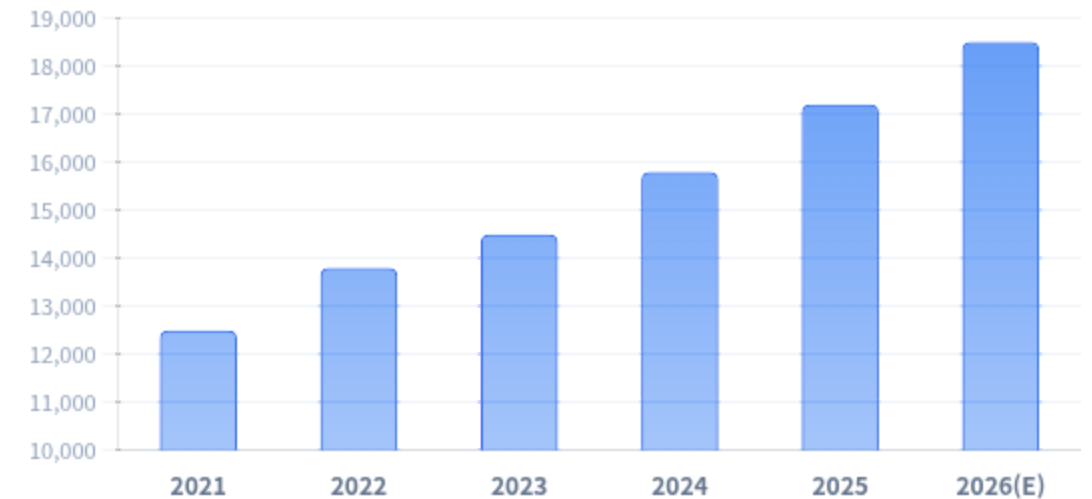
10+
Conference Years



50+
Global Partner Companies

Annual Content Production Trends

Over 10 years of accumulated technical content and continuous updates



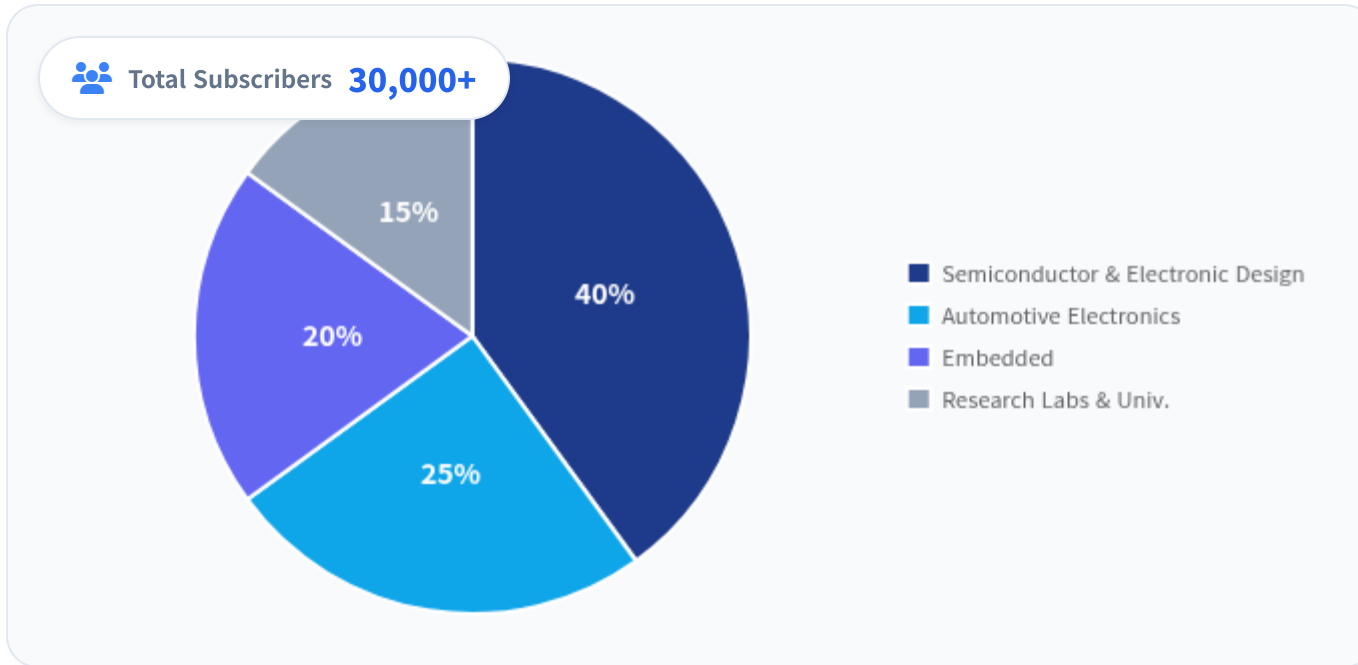
Update Regular publishing 3-5+ times per week

Focus Continuously updating latest topics such as AI, Semiconductor, SDV with long-accumulated technical content

5. Audience Composition & Influence

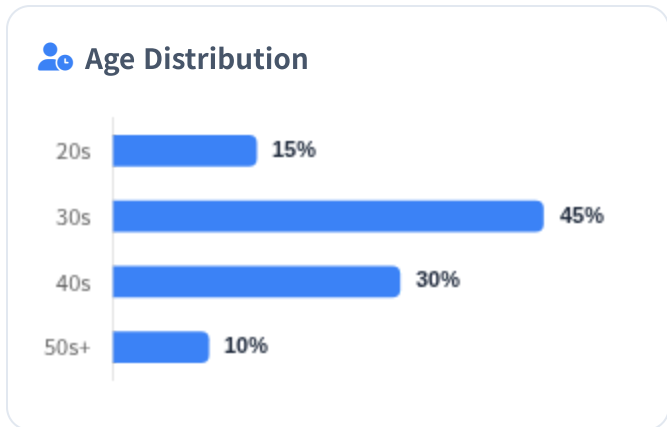


Authentic audience centered on practical engineers (Total Subscribers 30,000+)



Detailed Composition

- Semiconductor & Electronic Design Engineers** 40%
- Automotive Electronics Developers** 25%
- Embedded Developers** 20%
- Research Labs & Universities** 15%



Key Influence (Impact)

e4ds news's audience is not the general public, but has a **Practical Engineers-Focused** structure.

Rather than mere information consumers, they have **High Decision-Making Influence** to determine technology adoption and design directions.

6. Journalist Team

Veteran Journalists with Industry Expertise



Editorial Principles:

Analyzing technology from an **industry-wide perspective**, not company-centric, **interpreting technical structure and industry changes** beyond simple press releases.



Bae Jong-in Reporter

Senior Reporter / Editorial

Coverage Specialization

Electronics Overall

Semiconductor Industry

Tech Trends

Featured Articles

[In-depth Semiconductor Industry Analysis](#)

e4ds.com/sub_view.asp?idx=21701

[Electronics Tech Trend Report](#)

e4ds.com/sub_view.asp?idx=21279



Myung Se-hwan Reporter

Reporter / Coverage Team

Coverage Specialization

Industrial Automation

Artificial Intelligence (AI)

System Semiconductors

Featured Articles

[AI Semiconductor Tech Trends](#)


e4ds.com/sub_view.asp?idx=21978

[Smart Factory & Automation Issues](#)

e4ds.com/sub_view.asp?idx=20892

7. Offline & Educational Activities

Platform Connecting Talent & Industry Beyond Content




IIoT Innovation
Korea's Leading Industrial
Automation
Innovation Conference

10+ Years Running




e4ds TechDay
Latest Tech Trends Sharing &
Engineer Networking Session

700+ Engineers Participated



Tech Contest
Global Semiconductor
Companies Participating,
Practical Problem-Solving
Structure

Practical Skill Verification



**Electronics
Technology Academy**
Operating Practical Curriculum
for Working Engineers

Professional Curriculum

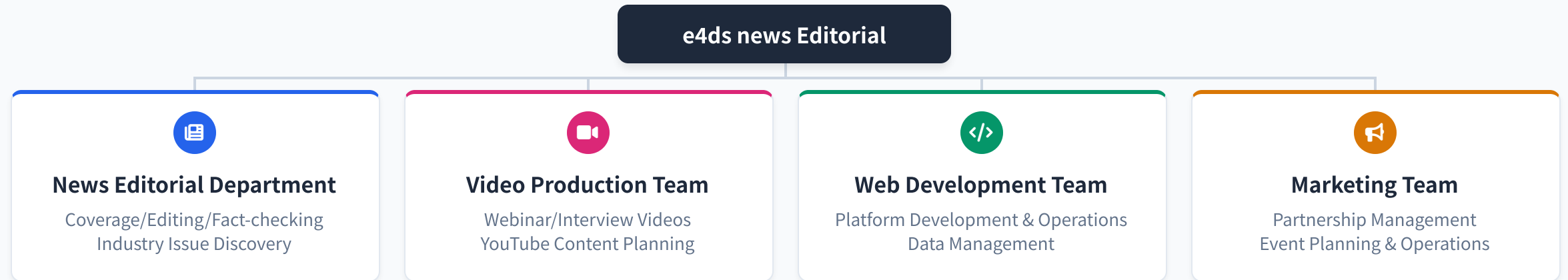
 "e4ds news acts as a hub to vitalize the industry ecosystem beyond simple media"

9. Organization & Operating Principles



Professional content production organization and trust-based media operating principles

Organizational Structure



Fairness Principles



10. Conclusion & Core Values

e4ds news' future vision and promise as a media platform



Field-Centered Reporting

Primary source media capturing vivid voices of engineers and companies from industry sites, not from desks



Tech-Centered Interpretation

Professional media analyzing **technology context and industrial significance** in depth, beyond simple information delivery



Engineer-Focused

Partner contributing to **problem-solving and technical growth** of working engineers, not general public

"e4ds news will continue as **Korea's leading specialized tech media** contributing to understanding and development of the technology industry."

 <https://www.e4ds.com>

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